LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Merit Smashes Taste Barrier.

—National Smoker Study

Majority of smokers confirm 'Enriched Flavor' cigarette matches taste of leading high tar brands.

Read what smokers had to say about MERIT in a recent nationwide survey.

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

And in research conducted among current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy!

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is the first real alternative for high tar smokers.

Kings: 8 mg "tar," 0.6 mg nicotine—100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT

Kings & 100's

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